



Departmental Quarterly Performance Report

Department Name: COMMUNICATIONS

**Reporting Period:
2004-2005
3rd QUARTER**

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MAJOR PERFORMANCE INITIATIVES

ES2-1 Provide easily accessible information regarding County services and programs:

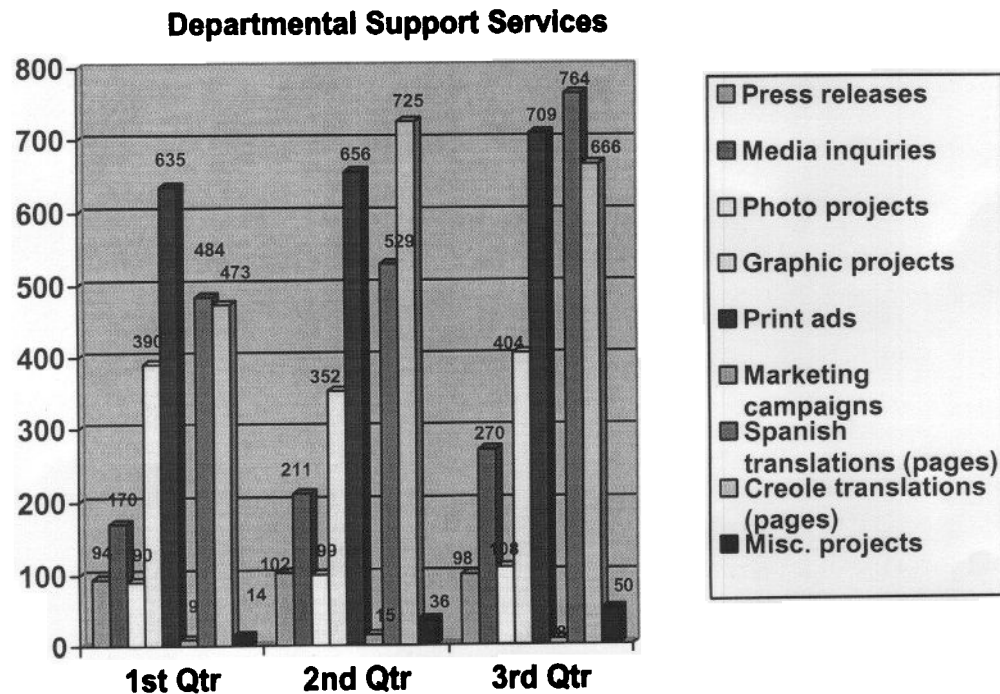
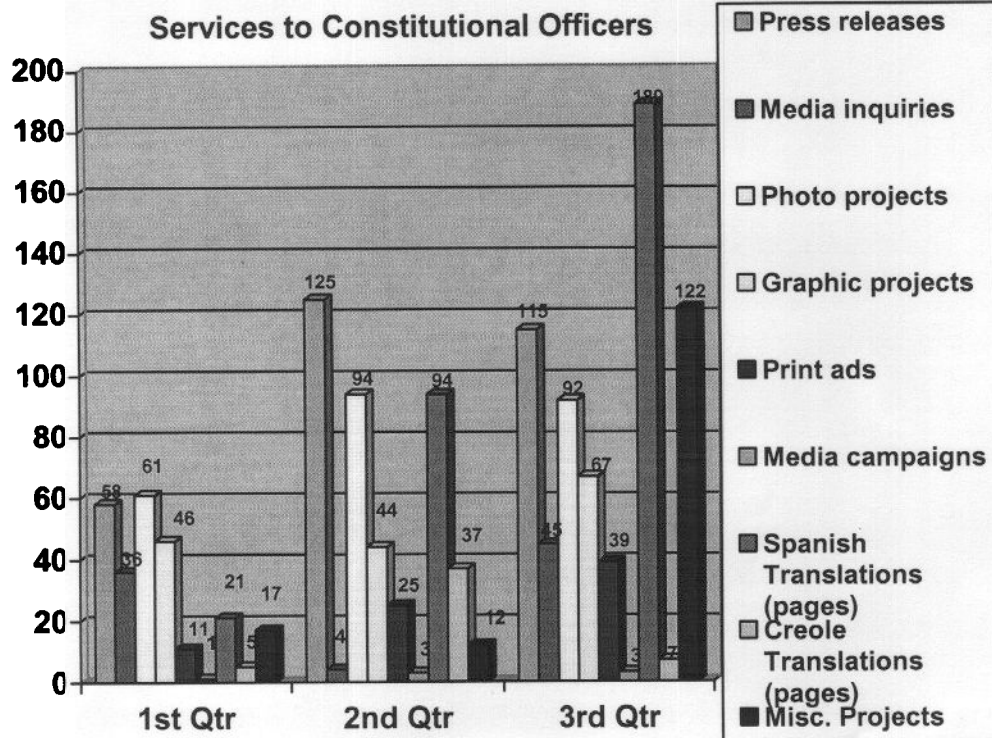
Implement the Countywide communications plan utilizing County owned and controlled resources to inform the community about County services, programs and events, issues and general information.

- On December 20, 2004, the County Manager distributed the communications plan to all department directors and department public information officers.
- Create and distribute a quarterly newsletter to all employees, which will include department news, employee profiles, and features on volunteer activities.
 - During the third quarter there were no editions published. One edition will be published during the fourth quarter.
- Create and distribute countywide, a quarterly, tabloid-size newspaper, that will include a wide range of information on the county.
 - During the third quarter there were no editions published. One edition will be published during the fourth quarter.
- Produce and televise episodes of the program "Get to Know Your County Commissioner," as requested by members of the Board of County Commissioners.
 - During the third quarter, three episodes were produced. Year to date, through the end of the third quarter 16 episodes were produced.
- Produce and televise a minimum of four episodes of the program, "County Connection" annually.
 - During the third quarter, one episode was produced. Year to date, through the end of the third quarter two episode have been produced.
- Produce a minimum of 20 episodes of Miami-Dade NOW and Miami-Dade AHORA annually.
 - Seven episodes of each program were produced during the third quarter. Year to date, through the end of the third quarter 19 episodes of each program were produced.
- Produce and televise a minimum of 70 promotional spots annually.
 - As of June 30, 2005, 52 promotional spots have been produced for 16 departments. We have modified our existing production services to provide our customers the option of producing magazine segments. These magazine videos will replace spots during the fiscal year. As of June 30, 2005 we have produced 18 magazine segments.

Strategic Plan
X Business Plan
Budgeted
Priorities
X Customer Service
ECC Project
Workforce Dev.
Audit Response
Other _____
 (Describe)

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ES2-2 Provide responsive communications services (advertising, marketing, public relations, publications, etc.) for other County departments.



☐ Strategic Plan
☒ Business Plan
☐ Budgeted
 Priorities
☒ Customer Service
☐ ECC Project
☐ Workforce Dev.
☐ Audit Response
 Other _____
 (Describe)

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<p>ES2-3 Promote a positive image of County government</p> <ul style="list-style-type: none"> - Place a minimum of 48 articles in the named publications annually. <ul style="list-style-type: none"> o Through the end of the third quarter, 150 articles have been placed. - Place a minimum of \$1.05 million of ads via the Community Periodical Program annually. <ul style="list-style-type: none"> o Through the end of the third quarter, \$639,000 has been spent. - Place a minimum of \$150,000 of ads with the AM Radio Program annually. <ul style="list-style-type: none"> o Through the end of the third quarter, \$202,000 has been spent. The bulk of this year's allocation was used towards funding extraordinary requests such as the GOB marketing campaign and Elections outreach. - Publish 12 columns or 12 photo captions annually in a minimum of 10% of participating publications annually. <ul style="list-style-type: none"> o As of June 30, 2005, 80 photo captions have been placed in 75% of participating publications. 	<p> <input type="checkbox"/> Strategic Plan <input checked="" type="checkbox"/> Business Plan <input type="checkbox"/> Budgeted Priorities <input checked="" type="checkbox"/> Customer Service <input type="checkbox"/> ECC Project <input type="checkbox"/> Workforce Dev. <input type="checkbox"/> Audit Response <input type="checkbox"/> Other _____ (Describe) </p>
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Personnel Summary

A. Filled/Vacancy Report

NUMBER OF FULL-TIME POSITIONS	Filled as of September 30 of Prior Year	Current Year Budget	Actual Number of Filled and Vacant positions at the end of each quarter							
			Quarter 1		Quarter 2		Quarter 3		Quarter 4	
			Filled	Vacant	Filled	Vacant	Filled	Vacant	Filled	Vacant
	56	61 ^(A)	53	8	54	7	56	5		

Note (A): The authorized position count includes three overage positions, which were funded as apart of the approved annual budget hearing.

Notes:

B. Key Vacancies:

As of June 30, 2005, the Communications Department maintained five (5) vacancies: Manager of the Marketing & Public Affairs Division, Marketing Coordinator, a Media Relations Specialist and a Communications Photographer and a Secretary.

C. Turnover Issues: None

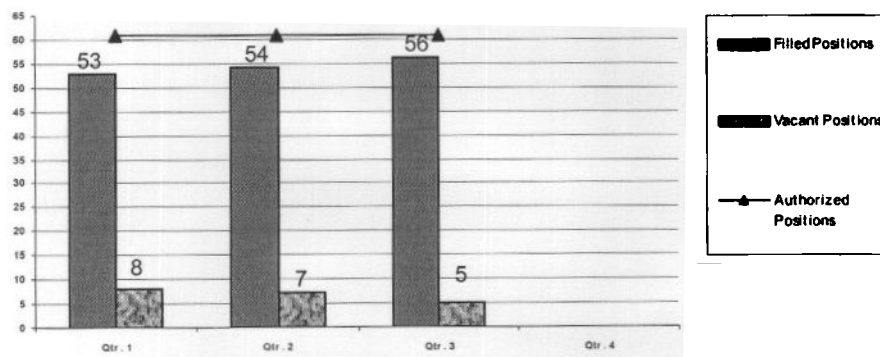
E. Skill/Hiring Issues: None

F. Part-time, Temporary and Seasonal Personnel:

The Communications Department had 10 filled part-time positions during this quarter; the bulk of these positions are within Miami-Dade TV. These positions are used to produce programming and provide on air talent. They also augment staffing while providing production assistance during gavel-to-gavel coverage of County Commission meetings.

G. Other Issues:

Personnel Chart of Authorized, Filled and Vacant Positions



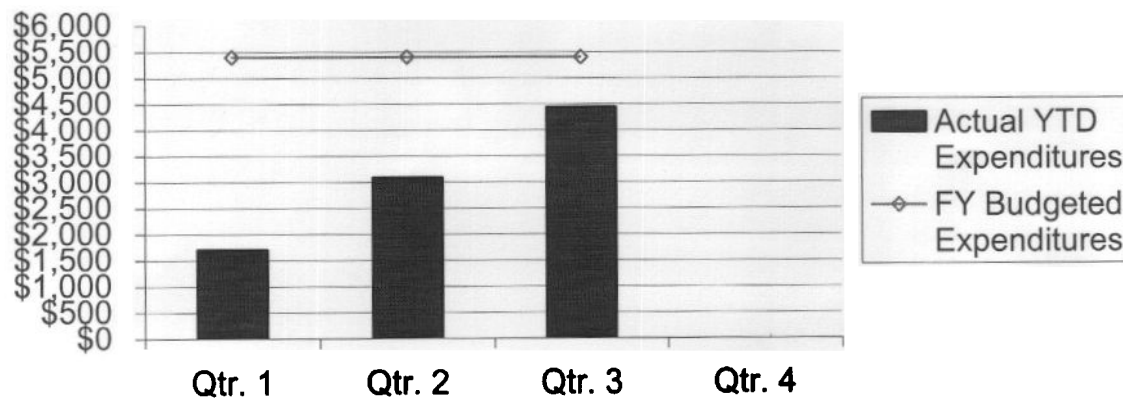
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FINANCIAL SUMMARY

(All Dollars in Thousands)

	PRIOR YEAR ACTUAL	Total Annual Budget	CURRENT FISCAL YEAR					
			Quarter		Year-to-date			
			Budget	Actual	Budget	Actual	Variance	% of Annual Budget
Revenues								
General Fund	\$3,231	\$3,767	\$0	0	0	0	0	0.00%
Promo. Spot Program	1,577	1,455	0	216	0	686	(686)	47.15%
Contrib. from Seaport	136	136	0	0	0	0	0	0.00%
Tape Dubbing	54	40	10	16	30	31	(1)	77.50%
Video Prod. Services	0	2	0.5	0	1.5	0	2	0.00%
Carryover	155	0	0	0	0	0	0	0.00%
Total	\$5,153	\$5,400	\$ 11	\$ 232	\$ 32	\$ 717	\$ (686)	13.28%
Expense*								
Personnel	\$4,691	\$4,808	\$1,202	\$1,089	\$3,606	\$3,508	\$98	72.96%
Operating	541	566	142	261	425	900	(476)	159.01%
Capital	4	26	7	0	20	24	(5)	92.31%
Total	\$5,236	\$5,400	\$1,350	\$1,350	\$4,050	\$4,432	(\$382)	82.07%

**FY Budgeted Expenditures v.s.
Actual YTD Expenditures**
(thousands of \$)



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STATEMENT OF PROJECTION AND OUTLOOK

Notes and Issues:

Revenues

General fund revenue will be transferred to the department at year-end.

Some Promotional Spot Program revenue (\$717,000) has been collected during the second quarter. We will collect the remaining balance during the fourth quarter.

Contributions from Seaport may not be realized. It is anticipated that this allocation will be transferred to the Chairs Office.

There was \$15,000 of tape dubbing revenue collected during the first quarter. This represents approximately 77.5% of budgeted tape revenue. We anticipate meeting our budget goal of \$40,000 and will collect the balance in the remaining months of the fiscal year.

Expenditures:

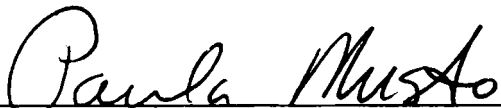
Personnel cost were under budget thru the third quarter as a result of five vacant positions in the department.

Operating cost was over budget during the first quarter. Most of this is attributable to cost that will be reimbursed to the department such as cost for the AM Radio Program, Haitian/Creole TV Programming, and unfunded costs including the Mayor and BCC installation ceremonies. Additional costs incurred that will be reimbursed include publication of a countywide tabloid newspaper and the employee newsletter. These costs will be reimbursed during the fourth quarter.

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DEPARTMENT DIRECTOR REVIEW

The Department Director has reviewed this report in its entirety and agrees with all information presented including the statement of projection and outlook.



Signature
Department Director *interim +*
in transition

Date *Aug. 9 '05*